

December 8, 1950.

Mr. William Terry
Production Director
Radio Station WDES
Hanover, N.H.

Dear Bill:

Many thanks for your letter of the 4th. I'm delighted that you have decided to get an Amper tape. It's a beautiful machine, and when the time comes that we can afford another tape machine, we'll probably get a single channel model.

With regard to Monsanto's "Song's From New England Colleges," I contacted their agency, Gardner, before the series started, and although the account executive was eager for the deal, it was vetoed by the higher-ups with the budget-books. Last year we carried it sustaining, but decided not to give them free advertising this year. The only broadcast we carried was that of the Yale Glee Club, inaugurating the series this year. I suggest that you try to make arrangements to transcribe it at the time of the broadcast, or else put it on live at the time if it fits your schedule. For permission write to Mr. Charles Sweeney, Gardner Advertising, Inc., 9 Rockefeller Plaza, New York. I would also suggest that you contact WTIC, Hartford, Connecticut, whose staff will originate the broadcast. Al Jackson, their Chief Engineer, will probably be interested to know when you get permission, and might be able to help you technically at the time of the broadcast.

We don't have any more press cards handy, but I've enclosed mine, battered as it is. I would appreciate your returning it whenever convenient. Although this and a nickel will get you halfway to a ride on the New York subway, it is a pleasant decoration to have.

My term of office ends in February, and I will be succeeded by Dave Robinson '52. I hope you'll be able to meet him soon. In case I don't write again before the Christmas holidays, have a better vacation this time than you did at Thanksgiving.

Cordially yours,

Howard Eaton, Jr.
Program Director

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